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**EXAMINING LEAN PRACTICES ON WAREHOUSE
PERFORMANCE: A STUDY ON ELECTRICAL AND
ELECTRONICS MANUFACTURING INDUSTRY**

ADRIAN FOONG HONG NIAN



**DOCTOR OF BUSINESS ADMINISTRATION
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**EXAMINING LEAN PRACTICES ON WAREHOUSE PERFORMANCE: A
STUDY ON ELECTRICAL AND ELECTRONICS MANUFACTURING
INDUSTRY**



By

ADRIAN FOONG HONG NIAN

**Thesis Submitted to the
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**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
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Pemeriksa Luar : **Assoc. Prof. Dr. Tan Cheng Ling**
(External Examiner)

Tandatangan
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Pemeriksa Dalam : **Dr. Herman Shah bin Anuar**
(Internal Examiner)

Tandatangan
(Signature)

Tarikh: **19 Februari 2020**
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Nama Pelajar
(Name of Student)

: Adrian Foong Hong Nian

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ABSTRACT

Literature has recognized lean production and lean warehouse as prominent manufacturing philosophies that are based on customer-focused process improvements. To further enhance customer satisfaction, many Electrical & Electronics (E&E) manufacturers are turning to lean manufacturing practices to increase their business performance. However, numerous studies argued that the theory and practice show inconsistent results between lean practices and warehouse performance. In the Malaysian context, few researches have been conducted on lean warehouse practices in E&E manufacturing, notably in Penang; where concentration on manufacturing warehouse is high. Therefore, this study sought to establish the inter-relationship of lean warehouse practices of standardization, supplier network, quality at source and inventory management and MNC's customer satisfaction, underpinned by the Resource-Based View (RBV). A quantitative and the cross-sectional research design were adopted, and one hundred and fifty-two research questionnaires were administered to managers/executives in Penang. A valid response of one hundred and twenty-seven questionnaires was obtained and the data was analyzed using the SPSS and Smart PLS. From the research outcome, the hypothesized relationship between lean practices of standardization and warehouse's customer satisfaction was supported. Secondly, the hypothesized relationship between lean practices of supplier network and warehouse's customer satisfaction was supported. Thirdly, the hypothesized relationship between lean practices of quality at source and warehouse's customer satisfaction was also supported. Finally, however, the hypothesized relationship between lean practices of inventory management and warehouse's customer satisfaction was not supported. Theoretical and applied implications, as well as recommendations and future research are discussed in this study.

Keywords: *Lean practices, warehouse performance, customer satisfaction, electrical & electronics manufacturing, Penang*

ABSTRAK

Kajian-kajian lepas telah mengiktiraf pengeluaran lean dan gudang lean sebagai falsafah pembuatan penting yang bersandarkan penambahbaikan prestasi dan proses berfokus pelanggan. Untuk memenuhi keperluan dan persaingan pasaran yang kompetitif serta memenuhi kehendak pelanggan, pengeluar sektor elektrik dan elektronik (E&E) kini beralih kepada amalan operasi yang berasaskan konsep lean untuk mengurangkan kitaran masa dan meningkatkan prestasi perniagaan. Walau bagaimanapun, terdapat banyak teori dan amalan yang menunjukkan dapatan yang tidak konsisten di antara amalan lean dan prestasi gudang. Dalam konteks Malaysia, beberapa kajian telah dijalankan ke atas amalan gudang yang mengamalkan konsep lean dalam sektor pembuatan E&E khususnya di Pulau Pinang yang tumpuan terhadap gudang pembuatan adalah tinggi. Kajian ini bertujuan untuk menganalisis hubungan piawaian amalan lean sumber pembekal, amalan lean kualiti pada sumber dan pengurusan inventori dalam gudang untuk memenuhi kehendak pelanggan antarabangsa dengan berteraskan teori Pandangan Berasaskan Sumber (RBV). Pendekatan kuantitatif dan reka bentuk kajian keratan rentas digunakan dan sebanyak 152 borang soal selidik diedarkan kepada pengurus atau eksekutif di Pulau Pinang. Sebanyak 127 maklum balas sah diterima dan data dianalisis menggunakan SPSS dan model Smart PLS. Dapatan kajian menyokong hipotesis hubungan langsung antara piawaian amalan lean dan kepuasan pelanggan gudang. Hasil kajian turut menyokong hipotesis kedua iaitu hubungan langsung antara amalan lean rangkaian pembekal dan kepuasan pelanggan gudang. Hubungan langsung antara amalan lean kualiti pada sumber dan kepuasan pelanggan gudang pula menyokong hipotesis ketiga. Walau bagaimanapun, dapatan kajian tidak menyokong hipotesis keempat iaitu hubungan antara amalan lean pengurusan inventori dan kepuasan pelanggan gudang. Implikasi teori dan praktik serta cadangan penyelidikan lanjut juga dibincangkan dalam kajian ini.

Kata kunci: *Amalan lean, prestasi gudang, kepuasan pelanggan, sektor pembuatan elektrik & elektronik, Pulau Pinang*

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LIST OF ABBREVIATIONS

Abbreviation		Page
E&E	Electrical and Electronics	5
MRO	Maintenance Repair and Overhaul	5
SMEs	Small and Medium Enterprises	7
Kaizen	Japan word: continuous improvement	7
ATP	Available To Promise	9
MIDA	Malaysia Investment Development Authority	9
MNC	Multinational Corporations	12
SOP	Standard Operating Procedures	19
QATS	Quality At Source	20
NEC	National Export Council	21
MATRADE	Malaysia External Trade Development Corporation	21
GDP	Gross Domestic Product	22
MITI	Ministry of International Trade and Industry	22
ICT	Information and Communication Technology	22
UNIDO	United Nations Industrial Development Organization	23
R&D	Research and Development	24
LED	Light Emitting Diode	24
PCB	Printed Circuit Board	24
EMS	Electronic Manufacturing Services	25
RF	Radio Frequency	25
LMW	Licensed Manufacturing Warehouse	26
WIP	Work In Progress	32
KPI	Key Performance Indicator	35
ASN	Advanced Shipping Notice	36
EDI	Electronic Data Interchange	36
AS/RS	Automated Storage and Retrieval System	38
VOC	Voice Of Customer	52
MURI	Japan word: overloading, exertion	60
MURA	Japan word: imbalances, Deviations	60
MUDA	Japan word: Losses and wastage	60
5S	Work Place Organization	61
OPL	One Point Lesson	61
SKU	Stock Keeping Unit	72
JIT	Just In Time	73
EOQ	Economic Order Quantities	84
VMI	Vendor Managed Inventory	84
LM	Lean Manufacturing	98
CR	Composite Reliability	120
CA	Cronbach's Alpha	120
AVE	Average Variance Extracted	126
FMM	Federation of Malaysian Manufacturers	128

CHAPTER ONE

INTRODUCTION

This chapter presents the background of the study which explains the lean concept, lean manufacturing; and notably lean practices are highly impactful in the warehouse management and the configuration of supply chain network in the electrical and electronics manufacturing. The second part is the problem statement which delineates the operational warehouse issues, focusing on warehouse customer satisfaction and the pivotal role played by warehouse's lean practices in the network of manufacturing value chain. The contextualization of electrical and electronics industry in Malaysia is firmly grounded in this dissertation; with Penang as the focal point of the study. The second last section describes the research questions, the research objectives, and the scope of the study. Finally, the remaining part explains the significance of the study and the organization of this dissertation

1.0 Background of Study

"Lean", is a manufacturing practice pioneered by Toyota in circa 1950 (Ohno, 1988) to remove waste. The principal suppositions are all about waste expulsion, and ultimately lead to the internal and external customer satisfaction and business bottom-line performance (Richardson, 2018; Andrés-López, González-Requena & Sanz-Lobera, 2015). Second supposition is daily continuous improvements (thus, continual waste expulsion) are more efficient and sustainable than one-off system wide retooling (Ramunė & Milita, 2013; Gupta & Jain, 2013, Womack, Jones & Roos 1991; Ohno, 1988).

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APPENDIX A

QUESTIONNAIRE



Survey on LEAN Warehouse Practices & Customer Satisfactions In Penang's Electrical & Electronics Manufacturing

Dear Sir/Madam,

My name is Adrian Foong Hong Nian. I am currently a doctoral candidate in the College of Business, Universiti Utara Malaysia. As part of the doctoral research, I am conducting a survey among the warehouse managers & senior executives in Penang's Electrical & Electronics manufacturing. The main purpose of this study is to establish the inter-relationship of lean practices of standardization, lean practices of supplier network, lean practices of quality at source and inventory management in warehouse on customer satisfaction in Penang's Electrical & Electronics (E&E).

I would greatly appreciate your participation in this research by completing the enclosed questionnaire. It should require only about 10 to 15 minutes of your time, and your input is most critical to the success of this research. I respect your anonymity and assure you that all information will be held in the strictest confidence. Kindly complete the questionnaire and return it in an enclosed envelope.

Thank you in advance for your participation.

Yours sincerely,

.....
Adrian Foong Hong Nian
Othman Yeop Abdullah Graduate School of Business (OYAGSB)
Universiti Utara Malaysia.
Hp: 012-404 0239
Email: hnfoong@gmail.com

SECTION I

This section asks your assessment on how you think (or perceive) your manufacturing warehouse's customer satisfied with your overall warehouse performance.

Please read the following statement and circle the number that most accurately reflects your opinion on each statement based on these scales:

Agree (5), Slightly Agree (4), neither Agree nor Disagree (3), Slightly Disagree (2) Disagree (1)

1	Work in process (WIP) inventory level has significantly reduced	5	4	3	2	1
2	Raw material inventory level has significantly reduced	5	4	3	2	1
3	Finished goods inventory level has significantly reduced	5	4	3	2	1
4	Overall inventory level has significantly reduced	5	4	3	2	1
5	Storage space requirement has significantly reduced	5	4	3	2	1
6	Inventory turnover has increased (inventory turnover is ratio of cost of goods sold and average aggregate inventory cost)	5	4	3	2	1
7	Over productions that cause high inventory level have been successfully eliminated	5	4	3	2	1

SECTION II

This section asks your opinion (perception) on the importance of having the Lean practice of standardization in your manufacturing warehouse operation.

Please read the following statement and circle the number that most accurately reflects your opinion on each statement based on these scales:

*Agree (5), Slightly Agree (4), neither Agree nor Disagree (3), Slightly Disagree (2)
Disagree (1)*

1	There are comprehensive standard operating procedures at this company	5	4	3	2	1
2	We are told to follow strict operating procedures at all times	5	4	3	2	1
3	Whatever situation arises, they have procedures to follow in dealing with it	5	4	3	2	1
4	Our company effectively uses automation to achieve consistency in serving customers	5	4	3	2	1
5	Every employee has specific operating procedures to follow	5	4	3	2	1

SECTION III

This section asks your opinion about Lean practice of supplier network in your manufacturing warehouse operation.

Please read the following statement and circle the number that most accurately reflects your opinion on each statement based on these scales:

Agree (5), Slightly Agree (4), neither Agree nor Disagree (3), Slightly Disagree (2) Disagree (1)

1	We regularly solve problems jointly with our suppliers.	5	4	3	2	1
2	We emphasize to work together with suppliers in a close relationship for mutual benefits.	5	4	3	2	1
3	Our suppliers deliver materials/products to us just as it is needed (on a just-in-time basis)	5	4	3	2	1
4	Our suppliers maintain a warehouse near to our plant.	5	4	3	2	1
5	Engineering and quality management assistance are commonly provided to the suppliers	5	4	3	2	1
6	We can depend upon on-time delivery from our suppliers.	5	4	3	2	1
7	We have long-term agreements with our suppliers.	5	4	3	2	1
8	We strive to establish long-term relationships with suppliers.	5	4	3	2	1

SECTION IV

This section asks your opinion about Lean practice of quality at source in your manufacturing warehouse operation.

Please read the following statement and circle the number that most accurately reflects your opinion on each statement based on these scales:

Agree (5), Slightly Agree (4), neither Agree nor Disagree (3), Slightly Disagree (2) Disagree (1)

1	We use statistical techniques to reduce process variances	5	4	3	2	1
2	We use visual control systems (such as line stop alarm light, level indicator, warning signal, signboard, etc.) as a mechanism to make problems visible	5	4	3	2	1
3	Production processes on production floors are monitored with statistical quality control techniques	5	4	3	2	1
4	Quality problems can be traced to its source easily	5	4	3	2	1
5	Production workers can identify quality problems easily	5	4	3	2	1
6	Production workers are authorized to stop production if serious quality problems are occurred	5	4	3	2	1

7	We have quality focused teams that meet regularly to discuss about quality issues	5	4	3	2	1
8	Production workers are trained for quality control	5	4	3	2	1

SECTION V

This section asks your opinion about Lean practice of inventory management in your manufacturing warehouse operation.

Please read the following statement and circle the number that most accurately reflects your opinion on each statement based on these scales:

Agree (5), Slightly Agree (4), neither Agree nor Disagree (3), Slightly Disagree (2) Disagree (1)

1	Work in process (WIP) inventory level has significantly reduced	5	4	3	2	1
2	Raw material inventory level has significantly reduced	5	4	3	2	1
3	Finished goods inventory level has significantly reduced	5	4	3	2	1
4	Overall inventory level has significantly reduced	5	4	3	2	1
5	Storage space requirement has significantly reduced	5	4	3	2	1

6	Inventory turnover has increased (inventory turnover is ratio of cost of goods sold and average aggregate inventory cost)	5	4	3	2	1
7	Over productions that cause high inventory level have been successfully eliminated	5	4	3	2	1

SECTION V

This section asks for some background information. Please be assured that your responses to these questions are confidential. Please tick [/] in the relevant box for each question.

What is your gender?

Male		Female	
------	--	--------	--

2. What is your age? 3. What is your ethnic group?

Under 19	
19-30	
31-40	
41-50	
Above 50	

Malay	
Chinese	
Indian	
Bumiputra Sabah & Sarawak	
Others: Please specify	

4. How many years of working experience do you have in warehouse operation?

1-5 years	
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6- 10 years	
11– 20 years	
More than 20 years	

5. How many years have you been working in the present organization?

1-5 years	
6- 10 years	
11– 20 years	
More than 20 years	

6. What is your highest educational qualification?

SPM/MCE/O-LEVEL	
STPM/HSC/A-LEVEL	
Diploma Level	
First Degree	
Postgraduate	

THANK YOU FOR PARTICIPATING IN THIS SURVEY

APPENDIX B

List of Penang E&E Manufacturers with Warehouse Facilities

ABBOTT MEDICAL MANUFACTURING (M) SDN BHD

ADVANTEST (M) SDN BHD

AGILENT TECHNOLOGIES LDA MALAYSIA SDN. BHD.

AIC SEMICONDUCTOR SDN BHD

AMBU TECHNOLOGIES (M) SDN BHD

ASE ELECTRONICS (M) SDN BHD

AUTOMOTIVE LIGHTING SDN BHD

B BRAUN MEDICAL SUPPLIES SDN BHD

BAYSAND SEMICONDUCTOR (M) SDN BHD

BENCHMARK ELECTRONICS (M) SDN BHD

BENQ SDN BHD

BOSTON SCIENTIFIC MEDICAL DEVICE (MALAYSIA) SDN. BHD.

BRADY TECHNOLOGY SDN BHD

BROADCOM INC (FORMERLY AVAGO TECHNOLOGIES)

CANON ELECTRONICS

CARSEM (M) SDN. BHD.

CELESTICA MALAYSIA SDN. BHD.

CEPCO ELECTRONICS (M) SDN BHD

CLARION (M) SDN BHD

CLASSIC ADVANTAGE SDN BHD

CONTINENTAL AUTOMOTIVE COMPONENTS MALAYSIA SDN. BHD

CREE PENANG MALAYSIA SDN. BHD.

CYPRESS MALAYSIA SEMICONDUCTOR SDN BHD

DELL COMPUTERS (M) SDN BHD

ELNA PCB (M) SDN BHD

ESCATEC ELECTRONICS SDN BHD

FASTRON (M) SDN BHD

FIRST SOLAR TECHNOLOGIES (M) SDN BHD

FLEX LTD (FLEX SYSTEMS PENANG) (FORMERLY BOSE MALAYSIA)

FLEXTRONICS TECHNOLOGY (M) SDN BHD

FU HAO MANUFACTURING (M) SDN BHD

FUJI ELECTRIC (MALAYSIA) SDN BHD

GES MANUFACTURING SERVICES (M) SDN BHD (VENTURE)

HAEMONETICS MALAYSIA SDN BHD

HEWLETT PACKARD MALAYSIA MANUFACTURING SDN BHD

HONEYWELL AEROSPACE AVIONICS MALAYSIA SDN. BHD.

HOYA ELECTRONICS (M) SDN. BHD.

IBIDEN ELECTRONICS MALAYSIA SDN BHD

INFINEON TECHNOLOGIES (MALAYSIA) SDN BHD

INTEGRATED DEVICE TECHNOLOGY (M) SDN BHD

INTEGRATED DEVICE TECHNOLOGY (MALAYSIA) SDN.BHD.

INTEL MICROELECTRONICS (M) SDN. BHD

JABIL CIRCUIT SDN. BHD.

JINKO SOLAR TECHNOLOGY SDN BHD

KESP SDN BHD

KEYSIGHT TECHNOLOGIES MALAYSIA SDN. BHD.

KNOWLES ELECTRONICS (M) SDN. BHD.

KOBE PRECISION TECHNOLOGY (M) SDN. BHD.

KONTRON ASIA PACIFIC DESIGN SDN BHD

LAKE REGION MEDICAL SDN BHD

LINEAR SEMICONDUCTOR SDN. BHD.

LINTEC INDUSTRIES (MALAYSIA) SDN BHD

LUMILEDS MALAYSIA SDN BHD

MICRO-MECHANICS TECHNOLOGY SDN BHD

MOLEX (MALAYSIA) SDN BHD

MOTOROLA SOLUTIONS MALAYSIA SDN BHD

MOTOROLA SOLUTIONS MALAYSIA SDN BHD

MURATA ELECTRONICS (M) SDN. BHD.

NATIONAL INSTRUMENTS (M) SDN BHD

NXP SEMICONDUCTORS MALAYSIA SDN BHD

OPTICS BALZERS MALAYSIA

OSRAM KULIM (M) SDN BHD

OSRAM OPTO SEMICONDUCTORS (M) SDN. BHD.

PACTECH ASIA SDN. BHD.

PANASONIC AUTOMOTIVE SYSTEMS MALAYSIA SDN. BHD.

PHISONTECH ELECTRONICS (MALAYSIA) SDN BHD

PLEXUS MANUFACTURING SDN BHD.

RENESAS SEMICONDUCTOR (MALAYSIA) SDN BHD

ROBERT BOSCH (MALAYSIA) SDN. BHD.

ROBERT BOSCH POWER TOOLS SDN BHD

ROBERT BOSCH AUTOMOTIVE STEERING SDN BHD

SAM ENGINEERING & EQUIPMENT (M) BERHAD

SANDISK STORAGE MALAYSIA SDN BHD

SANMINA-SCI SYSTEMS (M) SDN. BHD

SANYO ELECTRIC PENANG SDN BHD

SHARP ROXY CORPORATION (M) SDN. BHD.

SIEMENS VDO COMPONENTS MY SDN. BHD.

SMART MODULAR TECHNOLOGIES (M) SDN BHD

SONY EMCS MALAYSIA SDN. BHD.

ST. JUDE MEDICAL OPERATIONS SDN BHD

STEC TECHNOLOGY SDN BHD

SWISS PROFILE (M) SDN BHD

SYMMETRY MEDICAL MALAYSIA SDN BHD

TANAKA ELECTRONICS MALAYSIA SDN. BHD.

TECO INDUSTRY (MALAYSIA) SDN. BHD.

TELEFLEX MEDICAL SDN BHD

TELEPLAN TECHNOLOGY SERVICES SDN. BHD.

TF AMD MICROELECTRONICS (PENANG) SDN. BHD.

UCHI OPTOELECTRONIC (M) SDN. BHD.

VALEO MALAYSIA CDA SDN BHD

VAT MANUFACTURING MALAYSIA SDN BHD

VENTURE ELECTRONICS SERVICES (M) SDN. BHD.

WESTERN DIGITAL (MALAYSIA) SDN. BHD.

WESTERNGECO PENANG (SCHLUMBERGER)

Source: Federation of Malaysia Manufacturer - Northern Branch, 2018